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A PEEK AT "INSIDE..."

Reorganization developments in GPA...inflation crunches...survey of public affairs officials in gov't...comments and new publications of interest...job seekers...meetings...and other bits and pieces. Keep readin'....

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ABOUT GPA
REORGANIZATION

On the heels of the GPA reorganization--though not in the same package--came news of governmental budget cutbacks and personnel freezes. As a result, many of the changes anticipated to follow original acting appointments have been delayed. But word is that much soon will be worked out.

One change that affects agencies relates to printing procedures. Essentially, planning and editorial review routes remain the same with printing decisions also made by the same work people as before. Design problems also run the same old course. Eventually, GPA will issue a series of "information memos" to clarify procedures, however; these memos will precede eventual correcting of the Department's administrative regulations (Title III).

Another possibility that appears necessary has to do with the development of more formal planning between editorial, design and printing functions--both with agencies and within GPA. More later...of course.

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BUDGET CUTS COMING

You've been reading that the federal budget crunch details are being worked out...and will be over the next several weeks. But "selected examples" of cuts likely in agriculture include water and sewer grants and loans, agricultural conservation programs and water project construction. Generally, however, there will be an overall belt tightening...Sec. Bergland says this definitely will not be a "business as usual" period.

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AAEA COMES TO D.C.

Members of the American Agricultural Editors Association (AAEA) will descend on Washington next week for their 1980 Washington Workshop. They'll headquarter at the Capital Hilton hotel and be here March 24-25. Program highlights issues and a possible meeting with the President, plus Congressional visits and USDA and farm organization sessions.

President this year, in case we've not mentioned him lately, is John Harvey of Farm Journal. Bill Fleming, National Hog Farmer, is vice president, and Ted Priebe of Century Communications is secretary-treasurer.

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WHO DOES WHAT AND HOW In the past couple of weeks, several folks hereabouts received a questionnaire from the Institute for Government Public Inf Research...a part of American University. Questions related to backgrounds and functions of "top public affairs officials in each executive branch agency."

Another purpose of the questions was to examine the consulting roles of all public affairs officials, GS-15 and above. End result was announced to be the development of managerial training programs tailored for public affairs folks.

We asked for a copy of the summary of the survey. If and when we get it, we'll try to report on it for "Inside..." readers.

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ABOUT WHO SHOULD DO WHAT

Several months ago, USDA published ideas for a proposed consumer program...see the Dec. 10 Federal Register. A review of comments about the proposal suggested: (1) Many people feel that USDA needs to distribute more information directly to consumers through supermarkets and informal meetings; (2) Some feel USDA serves farmers and not consumers; (3) Some feel that USDA programs do not reflect the interests of low-income consumers and farmers; (4) Many expressed the need for inf about how and where to complain to USDA; and (5) Some consumers wanted more inf about regulatory proposals and about how to take part in government rulemaking.

Eventually a complete analysis of the comments will be prepared by USDA's Public Participation staff. We'll see if we can get copies for those of you who want them. Don't write yet...we'll let you know when they're available.

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ALCOHOL FOR FUEL

A new publication just out describes the Department's stepped up program to expand the production of alcohol for fuel use. Called "USDA's Six-Point Alcohol Fuels Program," it's prepared by the Office of Energy for general public distribution. Included is inf on Farmers Home Administration's setaside of \$10 million in farm loans and \$100 million in business and industry loan guarantees for alcohol production.

If you want a copy, write "Inside..." and we'll get one to you pronto.

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NEWS ON TARGET

Minnesota U. has been emphasizing the "credit crunch" for farmers in press releases aimed at specific magazines and some regional agricultural newspapers and county extension offices.

John Sperbeck sent four to us recently...one discusses hanging on to productive dairy or beef cows; another on growing lower cost crops; still another on maintaining or expanding sow herds; and the fourth on seeing creditors early because of tight money supplies. We hope the rest of you are as much on the ball with such timely material.

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WRITE, DON'T CALL

Our tongue-in-cheek suggestion a few weeks ago that you might call Tom Hargrove in the Philippines brought a serious response from Alan Fletcher, U. of Georgia.

Alan spent a year with Tom as a visiting communications scientist...said the most frustrating aspect of an otherwise great experience was the difficulty or near impossibility of "...our relatives and friends calling us in rural Philippines." So he said: "PLEASE don't advise readers to call the International Rice Research Institute (IRRI)."

Alan then suggested that if you do want to take on the challenge of a telephone call to IRRI, keep in mind the time difference. In effect, that's 12 hours...actually, 12 hours later because the Philippines is on the other side of the International Date-line. For example, Alan says, when it's 3 p.m. (EST) Friday here, it's 3 a.m. Saturday there. So...Alan says, "write instead. An airmail letter takes only 12 days."

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MORE THAN YOU WANT,
MAYBE

Those of you who need to know probably already know this. Those of you who want to know may not. So...we'll call to your attention a way to keep up-to-date on the latest research reports from the Economics, Statistics and Cooperatives Service: Get yourself on the mailing list for "ESCS Research Abstracts" and then periodically you'll receive a list of reports which you can order.

Write ESCS Research Abstracts, 0054-S, U.S. Department of Agriculture, Washington, D.C. 20250. If you want a name contact, try Ben Blankenship at the same address and he'll probably fix you up.

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A MINI-SURVEY

Clay Napier, GPA, spent a few days last fall attending the annual meeting of the National Newspaper Association. Afterwards, he decided he should ask some questions of editors he'd been unable to contact personally at the meeting.

So he sent them some sample articles and columns...sent them to about 187 folks. He got a 41 percent return. About twice as many asked for regular mailings of feature articles as said "no, don't send them." And a little more than half said they'd like camera-ready columns.

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NEW TO US ANYHOW...

"Dimensions" is the name of a new newsletter received by "Inside..." which you might like to check out. We got our copy from North Carolina A&T State University, Greensboro, N.C. Mary Johnson is listed as the editor...it's a quarterly and describes extension activities of A&T. Write Mary at P.O. Box 21928, A&T State U., Greensboro 27420.

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JACK SCHINAGL DIES

We're sorry to report news that came to us in the past week. Jack F. Schinagl died March 4 in Murrysville, Pa. after an illness of several months.

Jack had been communication head at Penn State U. until his retirement in 1974. Earlier he had been extension editor at the U. of Wyoming and had had several years in commercial advertising.

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BACK AND AT 'EM

Former Missouri Dept. of Ag communication officer Anne Chadwick has had a temporary assignment as Missouri brucellosis program inf officer made permanent.

She'll be working out of the Missouri Diagnostic Lab in Cameron near her new home. She's been working closely with regional inf director Herb Jackson and staff and APHIS inf folks here... planning all-out brucellosis inf campaign materials in Missouri. She even went to Texas recently to talk about it.

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IF YOU'RE HIRING...

Lenita Newby, an upcoming agricultural journalism grad from Colorado State U. writes that she's seeking employment with USDA. She served a 5-month, full-time internship with the CSU research center and extension service...has training and experience in both print and electronic media. She's also been on the dean's honor list and is a Phi Beta Kappa.

AID public affairs director Jim McCulla, who has met Lenita, says she's impressive. You can reach her before her May 17 graduation date at (303) 484-4920.

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HERE AND THERE

J. Cordell Hatch, Penn State U., has let us know that he's back from his assignment to southeast Africa. He was gone Feb. 9-March 8, to evaluate agricultural communication and conservation education programs in Kenya, Seychelles and Swaziland and to initiate design work for new projects sponsored by AID.

As we tooled through USDA's cafeteria with Bob Kern just prior to his departure for Mexico, we ran into Ted Holmes, Louisiana State U. Ted was in town for a lay leaders conference of extension folks.

